

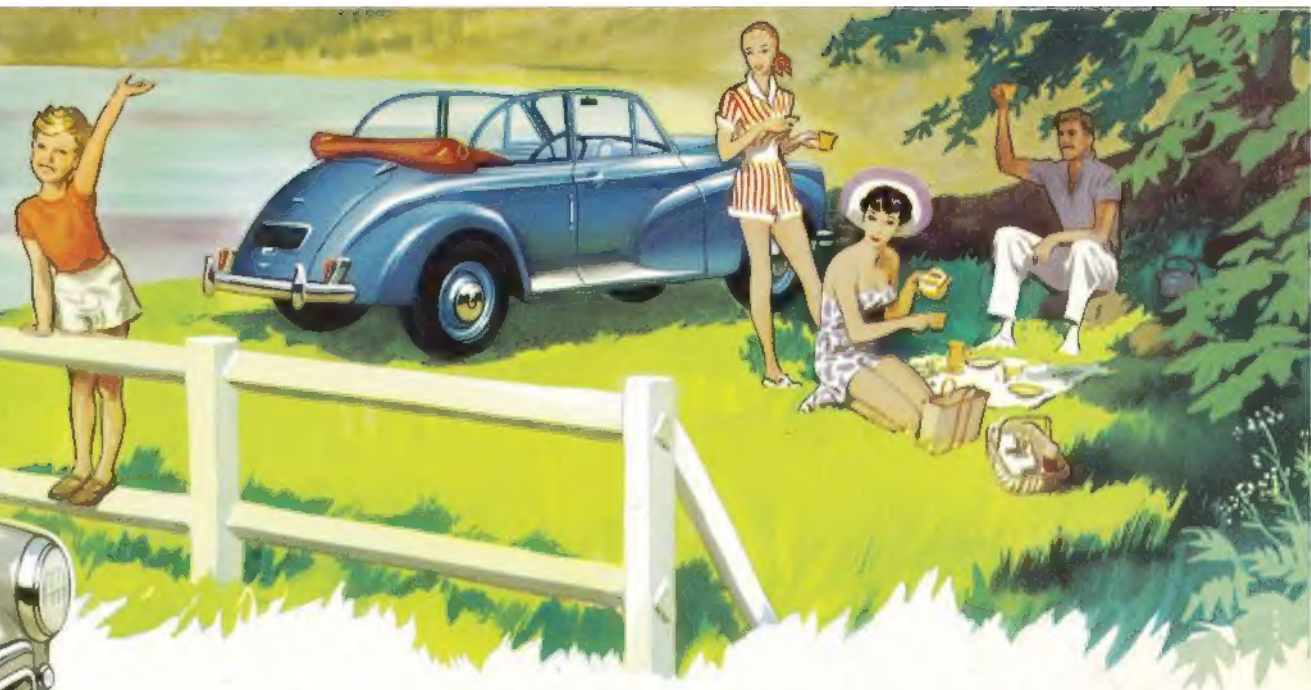
the
**MORRIS
MINOR**
1000



Now better than ever

IMPROVED PERFORMANCE • INCREASED SAFETY

It takes us out for weekend spins!



When you buy a family car you consider not only economy, performance and comfort but your safety and that of your passengers — *your family*. Every improvement in the new Morris Minor 1000 has this end in view — the increased visibility, of the one-piece wind-shield, the new deep-sunk centre steering wheel, the bigger, more agile overhead-valve engine, and the improved general performance and acceleration that it brings.

The roadholding of the Minor 1000 is unquestionably superb and the increased power makes it even more delightful to drive. You will be proud of your Morris Minor — for its handsome speedy lines, for its gay colours and tasteful hardwearing interior upholstery — *for its irrefutable operating economy*.

No other car returns so much satisfaction per mile for so little cost! No other car gives such generous value for money. Now, more than ever, it is "The world's biggest small car buy".

THE MORRIS MINOR

Never in motoring history has a car been acclaimed so universally, and with such enthusiasm, as the Morris Minor. It is now *better than ever*, with improved performance and increased safety features. Added to which you have the proof in over half a million production vehicles — of low cost reliability and "Quality First" standards of roadholding, comfort and roominess. Before you buy, you know your money — and your enjoyment — is secured in a New Minor 1000. Let your Morris dealer show you, in a fact-proving demonstration, how much the Minor can offer you in the finest kind of economical motoring.



The brilliant acceleration and superb hill climbing of the larger O.H.V. engine enable you quickly to leave the towns and head for the open spaces. And notice how easily the Minor 1000 sustains a high cruising speed!



Notice too its docility in traffic, how easily it slips past less agile vehicles and how simply it parks in a small space. Ease of manoeuvrability makes the Morris Minor 1000 the ideal shopping and business companion.



Mark the finger-light steering and phenomenal stability . . . the safe, precise way it corners. Marvel at the comfort of the smooth, controlled ride of torsion-bar springing. And — most important — see how economical it is.



You can get BIG CAR motoring — economically . . . in eight different ways. The Morris Minor 1000 comes as a 2- or 4-door saloon, Convertible or Traveller; all in standard or de-luxe versions.

"*Quality First*"

The most sought after small car in the world



for shopping

The Morris Minor 1000 handles lightly, steers accurately, brakes surely and parks very easily indeed. Shopping, family jobs, all kinds of motoring become a real pleasure. The neighbours will admire your taste. Once you've owned a Minor you'll appreciate why so many people say, "We wouldn't be without it now!"

we wouldn't be without it now...



The Morris Minor 1000 is "Quality First" right through... a real motor car in every respect. For all your business trips the Minor 1000 with its extra power and other new features is safe and pleasurable to drive and ride in... so cheap and easy to maintain. And when times permit you can take the children to school in it as a special treat!

for business





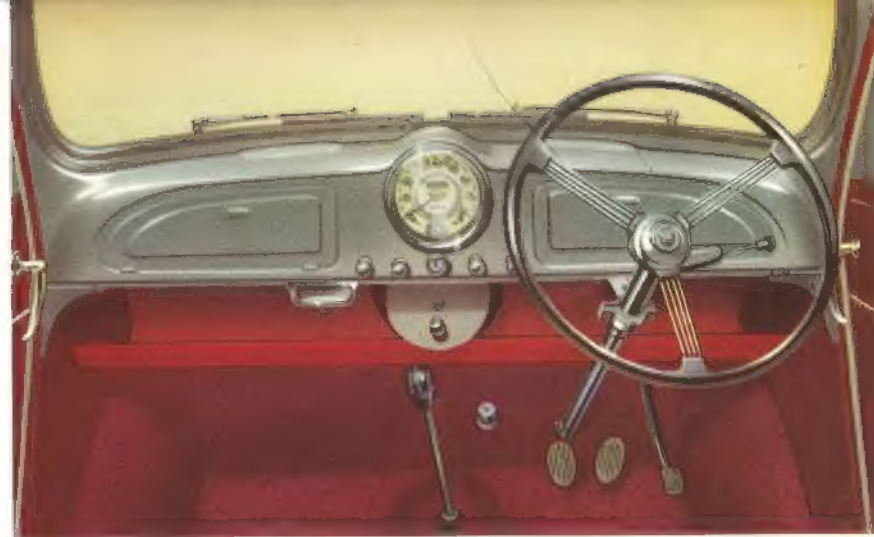
plenty of room

There's plenty of room in the Minor for the whole family (including the dog) and loads of luggage besides. The children travel well and trouble-free, thanks to the smooth ride and the comfort of between-the-axle seating.

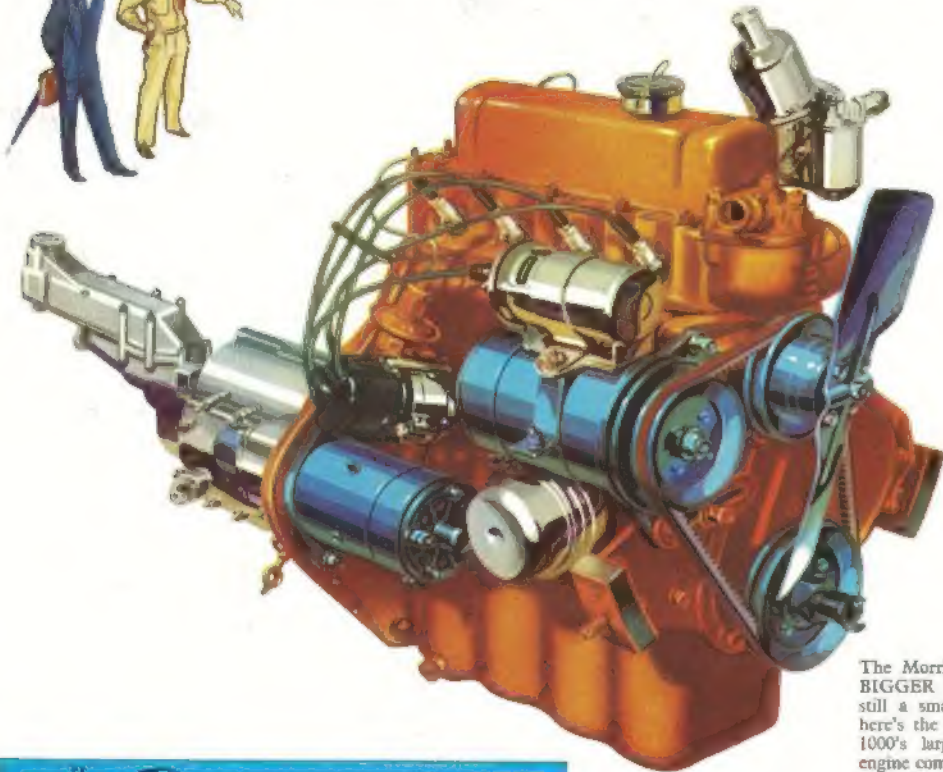
The new safety steering wheel with deep-sunk centre controls accurate rack and pinion steering. The lightness of all the controls adds to the pleasure of driving and the floor-mounted remote control gear lever makes gear changing delightfully easy.



all these to consider



increased capacity - now 950 c.c.



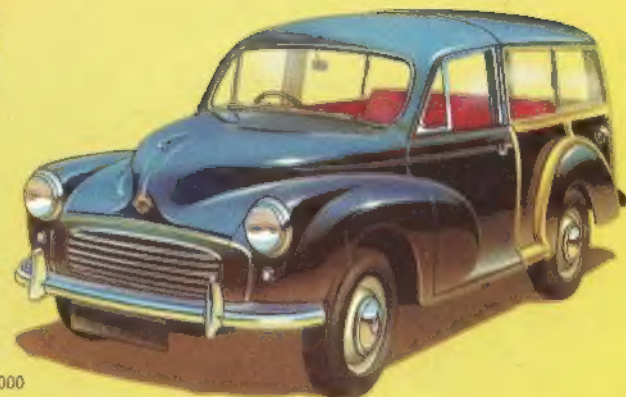
The Morris Minor 1000 is an even BIGGER CAR in specification but still a small car in economy — and here's the reason why! The Minor 1000's larger high efficiency o.h.v. engine combines exciting performance with the lowest mileage cost . . . anywhere . . . at any time. Naturally, fuel consumption varies with the way you drive — and where you drive. But owners commonly record upwards of 40 miles per gallon. Lubricating oils, too, last longer in the Minor. Fine-tolerance precision machining achieves low oil consumption and long engine life.



Independent front suspension, with vernier-trimmed torsion bars, gives a safe, smooth controlled ride over all road surfaces with complete passenger comfort.



The Morris Minor 1000 is a delight to drive. So easy to manoeuvre so light and responsive to the steering and controls. Just the car for the ladies!



This go-anywhere, do-anything Traveller 1000 meets all the needs of business and pleasure — with a liveliness of performance and irrefutable economy that adds satisfaction to both! The big and comfortable interior quickly converts to an equally roomy goods carrier.



IT'S A BIG CAR in every way — performance, safety, styling. Typical of the fine appointments, all the way through, are the tasteful, durable seating materials. Leather is used for the hard-wearing parts on de luxe models. Your feet rest on thick carpets and you travel in relaxed comfort all day long. And there is the added advantage of safety-glass all round.



Quality First

SPECIFICATIONS

CARS: STANDARD MODELS

ENGINE. Four cylinders; overhead valves with push-rod and rocker operation; bore 63 mm. (2.48 in.), stroke 76 mm. (3.00 in.); cubic capacity 948 c.c. (58 cu. in.); three-bearing crankshaft, main bearings having renewable steel-backed white-metal liners; big ends fitted with renewable steel-backed lead-indium liners. Compression ratios: home trade 8.3 to 1, export 8.3 to 1 or 7.2 to 1 according to markets; high-compression engine develops 37 b.h.p. and low-compression develops 34 b.h.p. at 4,800 r.p.m. Aluminium alloy pistons; full-flow renewable element external oil filter.

COOLING. By pressurised thermostatically controlled system and impeller pump assisted by fan.

IGNITION. Automatic advance and retard with vacuum and centrifugal control.

CARBURATION. S.U. automatic carburettor, fed from 5-gallon (22.7-litre) rear tank by S.U. electric fuel pump.

TRANSMISSION. Borg & Beck single-plate dry clutch with light action to four-speed gearbox with synchromesh engagement for second, third and fourth gears, giving overall gear ratios of: first 16.507, second 10.802, third 6.425, top 4.555, and reverse 21.221; central remote control gear-change lever; final drive by Hardy Spicer propeller shaft with needle-bearing universal joints and reverse-spline-type sliding joint. Three-quarter-floating back axle with hypoid final reduction gears.

BRAKES. Lockheed hydraulic fully compensated brakes operated on all four wheels by foot pedal; simple shoe adjustment, which simultaneously adjusts hand brake.

BODY AND CHASSIS UNIT. The mono-construction body incorporates the body shell, floor, bulkhead, frame members, and wing valances. Full-width one-piece bumpers front and rear.

SUSPENSION. Independent front suspension by long torsion bars. Long swivel pins; hydraulic piston-type shock absorbers with arm forming upper suspension wishbone. Vernier adjustment for torsion bars. Semi-elliptic rear springs with rubber mountings, and piston-type hydraulic shock absorbers.

WHEELS AND TYRES. Disc-type wheels with four-stud fixing equipped with Dunlop 5.00 — 14 tyres. Spare wheel carried in separate compartment.

STEERING. Safety type steering wheel. Rack-and-pinion steering gearbox with direct linkage to steering arms on swivel pins. Left- or right-hand drive according to markets. (L.H.D. not available in the United Kingdom).

ELECTRICAL EQUIPMENT. Dynamo with compensated voltage control; 12-volt battery; dipping headlamps; main headlamp beam indicator light; foot dipping switch; separate sidelights; twin stop- and tail-lamps incorporating

reflectors; number-plate lamp; instrument panel lighting; dual-arm electric windshield wiper; electric windtone horn; direction indicators, left-hand-drive models are fitted with flashing direction indicators; ignition warning light; roof lamp.

INSTRUMENTS. Speedometer; fuel gauge; oil pressure warning light.

CONTROL PANEL. Ignition switch; mixture control; starter switch; two-position lamp switch; windshield wiper switch.

GENERAL EQUIPMENT. Triplex safety glass all round; one piece curved windscreen; Vynide upholstery; pile carpets; rear ashtray; driving mirror; hinged ventilator panels in front doors; door locks with flush-fitting, pull-out type handles; bucket seats with instant adjustment on driver's seat; hinged passenger seat with adjustment; glove boxes with lids; full-width parcel tray; inbuilt demisting ducts; driver's sun visor (saloons only); special jack. Provision for fitting H.M.V. car radio.

DE-LUXE MODELS. Cars are also available with the following additional equipment:—passenger's sun visor (saloons only), bumpers with overriders, seat cushions and squabs leather-covered, with leather-cloth on non-wearing parts and heater equipment in home models. Twin horns, sealed beam lamps and induction heaters are standard equipment on vehicles for the North American market.

BODY COLOURS. Black with grey, red or green upholstery. Turquoise with grey upholstery. Clarendon Grey with red or grey upholstery. Dark Green with grey upholstery. Cream with red upholstery. Sage Green with green or grey upholstery. Birch Grey with grey or red upholstery.

MINOR TRAVELLER: STANDARD MODEL

BODY AND CHASSIS UNIT. The special body incorporates the front body shell, floor, bulkhead, frame members and wing valances, on to which is built a spacious station wagon body. Basic body structure completely treated for rust prevention. Full-width bumpers at front, quarter bumpers at rear with central number-plate. Bucket-type front seats with tip-up fitting to allow easy access to rear seat. Folding rear seat which provides comfortable seating for two passengers or folds flush with rear floor, giving large flat platform when required. Large side windows with sliding panels. Wide double rear doors with automatic locking check device. Upholstered in leathercloth.

DE-LUXE MODEL. Also available to "de-luxe" specification with seat cushions and squabs leather-covered, with leather-cloth on non-wearing parts. 2½-kilowatt heater (at extra cost on export models), passenger's sun visor and front bumper overriders.

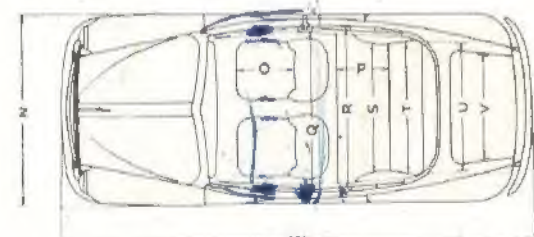
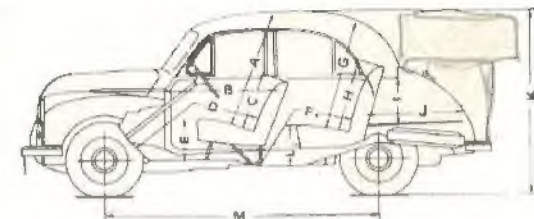
BODY COLOURS. Black with red or green upholstery. Birch Grey with red upholstery. Clarendon Grey with red upholstery. Dark Green with grey upholstery.

DIMENSIONS

CARS

A	B 2-door	B 4-door
36 in. 91 cm.	33 in. 84 cm.	28 in. 71 cm.
C	D	E
19 in. 48 cm.	44 1/4 in. 112 1/4 cm.	12 1/2 in. 32 cm.
F	G	H
41 1/4 in. 104 1/4 cm.	35 in. 89 cm.	23 in. 58 cm.
I	J	K
14 in. 35 cm.	29 in. 73 cm.	60 in. 152 cm.
L	M	N
13 in. 33 cm.	86 in. 218 cm.	61 in. 155 cm.
O	P	Q
19 in. 48 cm.	18 in. 45 cm.	47 1/2 in. 121 cm.
R	S	T
46 1/2 in. 118 cm.	41 in. 104 cm.	44 in. 112 cm.
U	V	W
38 in. 96 cm.	31 in. 78 cm.	148 in. 376 cm.

Width of rear door on 4-door saloon 28 in. (71 cm.)



KERBSIDE WEIGHTS (approx.)

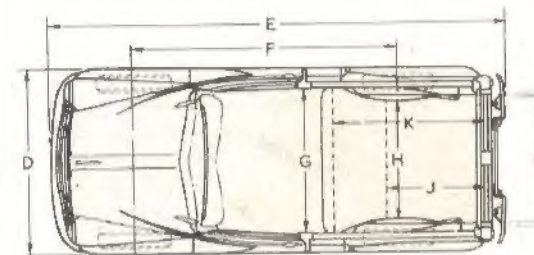
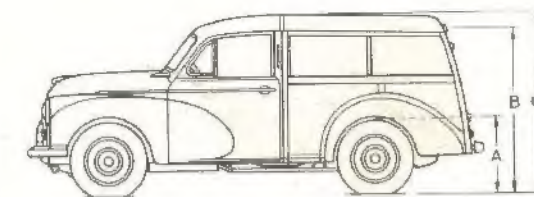
2-door saloon	14 1/2 cwt.	(750 kg.)
4-door saloon	15 1/2 cwt.	(775 kg.)
Convertible	14 1/2 cwt.	(737 kg.)
Traveller	15 1/2 cwt.	(800 kg.)

MINOR TRAVELLER

A	B	C
26 1/2 in. 67 cm. (unladen)	55 1/2 in. 141 cm.	60 1/2 in. 154 cm.
D	E	F
61 in. 155 cm.	149 in. 378 cm.	86 in. 218 cm.
G	H	J*
46 1/2 in. 118 cm.	39 in. 99 cm.	31 in. 79 cm.
K†	L	
50 in. 127 cm.	41 in. 104 cm.	

* At floor level with rear seat in position.

† At floor level with rear seat folded.



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